

Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 07328 141813Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 MMO-04 /025 W
-----016802 150749Z /21

R 141805Z APR 78
FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC 6031
INFO AMEMBASSY THE HAGUE
AMEMBASSY PARIS
AMEMBASSY LUXEMBOURG
AMCONSUL ANTWERP

UNCLAS BRUSSELS 07328

E.O. 11652:N/A
TAGS: BEXP, BE, XX
SUBJ: TAILORED EXPORT MARKETING PLANS SERVICE (TEMPS)

REF: STATE 91897

1. REFTEL ASKS FOR POST'S VIEWS RE TEMPS METHODS AND GOALS. EMBASSY OFFERS SEVERAL OBSERVATIONS, IT BEING UNDERSTOOD THAT WE BELIEVE THE IDEA IS EXCELLENT AND THAT IT IS ESSENTIAL TO INTEREST MUCH LARGER NUMBER OF U.S. MANUFACTURERS IN EXPORT MARKET. WE WELCOME IDEA OF ENCOURAGING SMALL, MEDIUM AND MINORITY-OWNED FIRMS BY MEANS OF GENUINE "HAND-HOLDING" DURING DIFFICULT START-UP STAGE OF WORKING IN EXTERNAL MARKETS.

2. RESOURCES -- WE NOTE THAT BUREAU OF EXPORT DEVELOPMENT IS ABLE TO REPROGRAM EXISTING RESOURCES TO ACCOMMODATE NEW OFFICE OF EXPORT STIMULATION (OES). SIMILAR SITUATION MAY NOT EXIST IN MANY OVERSEAS POSTS WHERE, BY FAITHFUL ADHERENCE TO CCP, POSTS ARE UNDER OBLIGATION TO DEVOTE AS MUCH TIME AND EFFORT AS POSSIBLE TO POSITIVE TRADE PROMOTION ACTIVITIES. REACTIVE ACTIVITIES (VISITORS, CORRESPONDENCE, TRADE COMPLAINTS, ETC.) HAVE IN RECENT YEARS BEEN DEEMPHASIZED EVEN THOUGH THEY MAY STILL TAKE

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BRUSSE 07328 141813Z

UP SUBSTANTIAL PORTION OF COMMERCIAL SECTION'S TIME. WE ASSUME THAT TEMPS CANDIDATES WILL TEND TO SELECT LIMITED NUMBER OF MAJOR TRADING COUNTRIES WITH WHICH TO ENTER EXPORT MARKET. THIS WOULD MEAN CONCENTRATION OF REQUESTS UPON SERVICES OF SMALL NUMBER OF POSTS. IT FOLLOWS THAT IN THESE POPULAR POSTS SOME OTHER PROGRAM OR PROGRAMS WILL HAVE TO SUFFER.

3. CANDIDATES FOR TEMPS -- DURING REVIEW STAGE IN DISTRICT OFFICES AND IN OES, SEVERAL FACTORS SHOULD BE KEPT IN MIND. WE ASSUME THAT BEST PROSPECT LISTS FROM THE VARIOUS COUNTRIES SELECTED WOULD BE REVIEWED TO AVOID SITUATIONS

IN WHICH EXPORT ITEMS INAPPROPRIATE OR UNPROMISING ARE PROMOTED UNDER THE PROGRAM. DURING FOLLOW-UP BY OES ANALYST, EFFORT SHOULD BE MADE TO ENSURE ADEQUATE RESPONSE BY AMERICAN MANUFACTURER TO FOREIGN PROSPECTIVE IMPORTERS OR REPRESENTATIVES. ALSO, APPROPRIATE OVERSEAS POST SHOULD BE NOTIFIED IF POTENTIAL OVERSEAS CLIENTS DO NOT RESPOND ADEQUATELY TO US FIRM'S OFFER. WILL THE TEMPS FIRM BE CHARGED A FEE FOR THIS SERVICE? IF ASSISTANCE IS PROVIDED WITHOUT COST TO US MANUFACTURER, THERE IS DANGER THAT HE MIGHT REGARD TEMPS WITH "I'VE GOT NOTHING TO LOSE" ATTITUDE. FINALLY, WE BELIEVE THAT ONLY MANUFACTURERS SHOULD BE INCLUDED AND NOT WHOLESALERS, INCIPIENT IMPORT-EXPORT HOUSES AND OTHER "MIDDLE MEN".

4. EXPORT FINANCING -- MAJOR HANDICAP TO DEVELOPMENT OF OVERSEAS MARKETS BY SMALL AND MEDIUM SIZED U.S. FIRMS IS THEIR INABILITY TO FINANCE EXPORTS. ALMOST INVARIABLY, THESE COMPANIES INSIST ON IRREVOCABLE LETTERS OF CREDIT. USDOC SHOULD EXAMINE POSSIBLE WAYS TO HELP US EXPORTERS OBTAIN EXPORT CREDIT FINANCING TO ENABLE COMPANIES TO

UNCLASSIFIED

PAGE 03 BRUSSE 07328 141813Z

OFFER BETTER TERMS.

5. EFFECT ON ADS PROGRAM -- WE ASSUME FROM WAY TEMPS IS DESCRIBED IN REFTEL THAT IT WILL NOT CONFLICT WITH ADS PROGRAM. HOWEVER, WE CAN ENVISAGE CASES IN WHICH FIRM COULD BE HANDLED UNDER EITHER PROGRAM. DOES COMMERCE ENVISAGE SOME REDUCTION IN ADS REQUESTS TO POSTS?

6. MARKET RESEARCH -- COMMERCE HAS BEEN MOST HELPFUL TO THIS EMBASSY IN AUTHORIZING AND FUNDING SEVERAL SMALL MARKET RESEARCH REPORTS. DEPENDING UPON TYPES OF EXPORTS FAVORED BY TEMPS GROUP OF COMPANIES, WE SUGGEST THAT SOME FUNDS CONTINUE TO BE AUTHORIZED FOR SEVERAL CONTRACTED STUDIES PER YEAR OTHER THAN GLOBAL MARKET SURVEYS.

OLSEN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BRUSSE07328
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780162-0385
Format: TEL
From: BRUSSELS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780458/aaaabwwe.tel
Line Count: 109
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 8653a1b0-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 91897
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2970931
Secure: OPEN
Status: NATIVE
Subject: TAILORED EXPORT MARKETING PLANS SERVICE (TEMPS)
TAGS: BEXP, BE, XX
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/8653a1b0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014